

Farmers and Planters Houses Under Old Management

2,000 People Present For First Opening of Local Tobacco Market

First Tobacco Sold In Morgan's House On August 6, 1902

Local Market Handled 60,000 Pounds of Tobacco Opening Day at 'High Price'

The first opening of the Williamston Tobacco Market on August 6, 1902, attracted wide attention throughout this section, according to an account carried in The Enterprise on August 8, that year. More than 2,000 visitors were here for the event, the paper's headlines declared. The story as it appeared 38 years ago, follows:

The long looked for day arrived at last. For several days prior to the opening day, the question everyone was asking was, "how much tobacco do you think will be sold the opening day?" Everyone had his answer and scarcely any two were alike. Everybody thought there would be a goodly showing and were in high spirits. But late Tuesday evening the confidence of the majority of the town people began to wane, and frequently one could hear an expression of doubt as to the success of the opening. But on the following morning, the day looked for and much talked about, there was a great change in the expressions heard. Everyone was confident of a big day. The warehouses were full of wagons and carts loaded with the golden weed, and others were constantly arriving. It was after eleven o'clock when the last came in. Seven counties were represented: Edgecombe, Pitt, Beaufort, Washington, Bertie, Lenoir and Martin.

The Morgan Warehouse secured the first sale and promptly at 11 a. m. the auburn head of E. L. Morgan was seen to bob up above the vast crowd that thronged the Morgan Warehouse, and with a whoop and shout the crowd was quieted a little and it was then Mr. Morgan invited the Hon. Harry W. Stubbs to extend to the farmers and visitors a welcome to the Williamston market.

In the usual free and easy way Mr. Stubbs extended the welcome as no

GERMAN TOBACCO

Despite war conditions and the apparent need for food, German farmers last spring planted 32,000 acres of tobacco, unofficial estimates placing the 1940 production at 70,000,000 German pounds of barn-ripe tobacco. The acreage planted this year was about the same as it was in 1939 and the tobacco was of the Virginia type.

The fact that Germany harvested around 70,000,000 German pounds of tobacco last season offers proof that crop production has been reduced to an exacting science. The poundage runs slightly in excess of 2,100 pounds an acre, and the crop was produced under normal conditions.

other man could. The welcome was the best ever heard on the opening of any market. It was short and to the point, and the people who heard it knew they were as welcome as though he had spoken for an hour.

Some of the eldest tobacco men in the State were on the market, and pronounced it the finest opening they had ever seen. Several visiting tobacco men said that the tobacco was selling for one and a half to three cents a pound higher than they had ever seen it sell "anywhere, under any conditions. Your tobacco market will be a success."

The amount of tobacco sold was about 60,000 pounds and the average price paid was 10 cents a pound. The proprietors of both houses did everything in their power to make the sales a success, and how admirably they succeeded the prices obtained will tell. One gentleman turned his tags, and when asked the cause, said he was not satisfied. He was heard to say, "I got too much; I never got over 6 cents for this grade in my life, and this sold for 8 1-2."

The prices were high and everybody went home with more money than they had expected to get.

All the buyers were hot and were going their limit. The American and the Imperial Tobacco Company's men went their limit on every pile. The sales were the hottest the writer has ever seen, it looked like the buyers thought there was not an-

STRONG TRIO AT FARMERS AND PLANTERS HOUSES



Recognized as the hustling trio in the successful selling of tobacco, Messrs. Leman Barnhill, Joe Moyer and Holt Evans (left to right), are among the leading warehousemen in the belt. They return to the proprietorship of the Farmers and Planters Warehouses with ample floor space to care for a good business that is certain to follow their enviable reputation built in past seasons.

other pound in the country.

A large delegation of tobacco men from Rocky Mount and Greenville were on hand, and several of them were heard to say that the prices were too high for them, that they could buy cheaper on their own markets.

It was an awfully hot day, and the buyers and auctioneers suffered from the heat. Mr. J. C. McAdams, one of the buyers had to be carried to the hotel, nearly prostrated from heat.

Mr. Burton, auctioneer for W. T. Lipscombe and Co., Greenville, N. C., was here and spelled each of the buyers for several rows. He is an auctioneer of rare ability and is held in high esteem.

Roanoke Warehouse force: Capt. C. A. W. Barham, auctioneer; W. T. Meadows, manager of sale; Thad A. Joyner, bookkeeper; and F. S. Upton, weigher; J. D. Leggett and J. G. Staton, proprietors.

Morgan Warehouse force: E. L. Morgan, auctioneer; W. M. Sitterson, W. S. Mathews, W. M. York, J. Y. Monk, E. L. Morgan and Company, proprietors.

The buyers on the market are: T. J. Smith, American Tobacco Co.; D. W. Morris, Imperial Tobacco Co.; Mr. Monk, Shaleford and Monk; J. C. McAdams; J. S. Walden; W. S. Nichols, of Virginia; A. F. Kennedy; Mr. Cobb, Blackwell Durham Tobacco Co.; J. M. Beck; R. W. Satterthwaite; J. W. York; J. W. York and Co.; W. M. York; E. L. Morgan; R. S. Critcher; J. D. Leggett; J. G. Staton and W. T. Meadows.

Williamston Sells Far More Leaf Than Produced In Area

The Williamston Tobacco Market, according to government figures, sold nearly four million pounds more tobacco last season than was raised in this immediate area. When a market sells that much more tobacco than is actually grown in its territory, it must be admitted there is some reason for it.

Service, price and satisfaction are the three main factors the farmer considers in selling his tobacco. And they are important factors, too. Last year, the Williamston market sold right at ten million pounds for an average slightly above the State average. Grade for grade, the price figure held a commanding position in the list of averages, and after all that is what counts. Just as the crops are better in one section than they are in another in certain years, it is reasonable to understand how the quality of tobacco will effect the general price average. To get a true idea of price averages, compare them as to grades. When grade for grade is considered, Williamston can and does hold its own with any market, no matter how big that market may be.

With one of the strongest warehouse organizations in its history, the Williamston Market is now ready to open a new season, pledging to its customers in advance every possible advantage in the successful marketing of tobacco.

Every detail for the successful operation of the market has been attended to, and when nine o'clock comes on Tuesday morning, September 3, the chant of the auctioneer will be heard with strong warehousemen in the fight to back up his words.

It is apparent that after all the facts are considered, the farmer who would get the most for his tobacco will do well to sell on the Williamston market. Mr. Farmer, the facts speak and say that it is nothing but folly to haul tobacco over two counties to market. The facts point to Williamston as the logical market to sell tobacco.

READY WELCOME

Tobacco farmers and visitors will find a greater welcome in a greater Williamston this season as a new marketing season gets underway. A marked growth has been experienced by this little town in the past year, and as its material growth has expanded, its friendliness has grown in even greater proportion and visitors will find a ready welcome awaiting them, a welcome marked by its sincerity and advanced in the true spirit of friendship.

Barnhill, Moyer and Evans Able Men in Warehouse Business

IT HAPPENED ONCE

Thirty-eight years ago when old story in The Enterprise, turned the tags on his tobacco. It seems that the tobacco sold too high in the estimation of the farmer, and thinking some mistake had been made he turned the tags until the bids could be verified.

Incidentally, the price was around ten cents a pound, the farmer explaining that he had never seen the particular grades bring more than eight and one-half cents a pound.

It happened once, but not since then, as far as it can be learned, has a farmer turned a tag because he thought the price was too high.

Firm Is Entering Its Fourth Year In Business Here

Record of Fair Dealings Has Gained Ever-Increasing Farmer Patronage

Entering upon their fourth year in business here, the Messrs. Leman Barnhill, Holt Evans and Joe Moyer, proprietors of the New Farmers and Planters Warehouses, are anticipating a successful season. Long in the tobacco warehouse business and recognized as able tobaccoists, these men base their anticipation for a good season on the fact that growers will look around for the best places to sell their tobacco this year while they sold last year at those places where there was available space during one of the greatest marketing rushes ever experienced. They also recognize the advantages of a planned marketing season with stable prices virtually guaranteed. With an orderly marketing assured by the government, these men know they can more than hold their own with any market or warehouse in the belt when it comes to serving advantageously their customers.

Block sales might follow in due time during the season, but with nearly two acres of floor space available in the two houses combined, the proprietors can guarantee that tobacco will not be packed and jumbled in piles, but that it will be handled to the very best advantage.

While no record sales are to be anticipated with a short crop this season, these warehousemen believe that by hard work, diligent and efficient service they can maintain more than an average ratio in their poundages and prices paid the farmers.

Their knowledge of the warehouse business and their ability to judge tobacco enable these men to push every pile of tobacco to the top dollar. And they are not afraid to back their judgment. They are in a position to protect their customers, and they take pleasure in going to bat for him, so to speak.

Local Merchants Plan Fall Trade

Clearing from their shelves last month much of their summer stock, Williamston merchants are now receiving heavy fall shipments of fall and winter goods preparatory to the fall trade.

Anticipating the needs of an ever-increasing patronage, Williamston merchants have in the past several weeks carefully selected their large fall stock. They have made extensive plans to serve their patrons, and a visit to Williamston will not be complete until the stores and shops are given a call.

The price trend is holding about the same as it was last year, and over the period of years it has been found by careful shoppers that no better bargains are to be found anywhere than in Williamston stores.

Included in the new stocks are many of the latest innovations in styles, with quality featuring all the purchases. A splendid plan to follow is to make money by selling tobacco in Williamston and save money by trading with Williamston merchants.



The Father Of This Child Said He Was Not Interested — Couldn't Afford To Buy A LIFE

Insurance Policy (We Wonder If He Couldn't)



The Father Of These Children Had A Security Registered Life

INSURANCE POLICY

**WILL YOU—
Make the Sacrifice
OR
Will Your Children Be
Forced To Make It—**

WHICH THEY WILL

**If You Are Not Amply Protected Thru
Life Insurance**

SEE

Leslie Fowden, J. Paul Simpson, Garland Coltrain